

**Rule 1-400 [7.5] Firm Names and Trade Names  
(Commission's Proposed Rule Adopted on March 31 – April 1, 2016  
– Clean Version)**

- (a) A lawyer shall not use a firm name, trade name or other professional designation that violates Rule 7.1.
- (b) A lawyer in private practice shall not use a firm name, trade name or other professional designation that states or implies a relationship with a government agency or with a public or charitable legal services organization, or otherwise violates Rule 7.1.
- (c) A lawyer shall not state or imply that the lawyer practices in or has a professional relationship with a law firm or other organization unless that is the fact.

**Comment**

The term “other professional designation” includes, but is not limited to, logos, letterheads, URLs, and signature blocks.